

This listing of claims will replace all prior versions, and listings, of claims in the application:

Claims 1 - 6 (canceled)

1 Claim 7 (currently amended): The computer-implemented method of  
2 claim 73 ~~[[ $\pm$ ]]~~ wherein the act of providing the ~~[[obtained]]~~ at  
3 least one of the (A) one or more terms and (B) one or more  
4 phrases as ad information stored in association with the ~~[[for~~  
5 ~~an]]~~ ad includes populating at least some content of ~~[[a]]~~ the  
6 creative information of the ad.

1 Claim 8 (currently amended): The computer-implemented method of  
2 claim 73 ~~[[ $\pm$ ]]~~ wherein the act of providing the ~~[[obtained]]~~ at  
3 least one of the (A) one or more terms and (B) one or more  
4 phrases as ad information stored in association with the ~~[[for~~  
5 ~~an]]~~ ad includes suggesting at least some content of ~~[[a]]~~ the  
6 creative information of the ad to an advertiser.

1 Claim 9 (currently amended): A computer-implemented method  
2 comprising:  
3 a) receiving, by a computer system including at least one  
4 computer, a search query;  
5 b) generating, by the computer system in response to the  
6 received search query, a document including a plurality of  
7 search results, each of the plurality of search results  
8 being linked to a linked document associated with a domain  
9 identifier such that when a user selects a search result,  
10 the linked document is provided to the user;  
11 c) receiving, by the computer system, a user selection of  
12 one of the plurality of search results;

13 d) storing, by the computer system in response to the  
14 received user selection of the one of the plurality of  
15 search results, an association of the domain identifier of  
16 the linked document and information of the search query;  
17 e) repeating acts (a) through (d);  
18 f) aggregating, by the computer system, stored  
19 associations of domain identifiers and information of  
20 search queries to generate a set of aggregated domain  
21 identifier-to-search query information associations;  
22 g) storing, by the computer system, the set of aggregated  
23 domain identifier-to-search query information associations,  
24 wherein the search query information includes at least one  
25 of (A) one or more terms and (B) one or more phrases  
26 extracted from the search query;  
27 h) accepting, by the computer system and as an advertiser  
28 input, the [[a]] domain identifier;  
29 [[b+]] i) obtaining, by the computer system using the  
30 accepted domain identifier, [[to obtain]] at least one of  
31 the (A) one or more terms and (B) one or more phrases from  
32 the stored set of aggregated domain identifier-to-search  
33 query information associations; [[and]]  
34 [[e+]] j) providing, by the computer system, the obtained  
35 at least one of the (A) one or more terms and (B) one or  
36 more phrases as ad information stored in association with  
37 [[for]] an ad, wherein the ad has a landing page document,  
38 and wherein the landing page document belongs to [[the]] a  
39 domain identified by the domain identifier; and  
40 k) controlling, by the computer system, a serving of the  
41 ad using the at least one of the (A) one or more terms and  
42 (B) one or more phrases, stored in association with the ad  
43 as the targeting information.

1 Claim 10 (currently amended): The computer-implemented method  
2 of claim 9 wherein the landing page document is a Web page, and  
3 wherein the domain is a Website which includes the Web page.

1 Claim 11 (currently amended): The computer-implemented method  
2 of claim 10 wherein the domain identifier is a universal  
3 resource locator.

1 Claim 12 (currently amended): The computer-implemented method  
2 of claim 9 wherein the act of using the accepted domain  
3 identifier to obtain at least one of the (A) one or more terms  
4 and (B) one or more phrases uses ~~[[information which stores]]~~  
5 the stored set of aggregated ~~[[associations of]]~~ domain  
6 identifier-to-search query information ~~[[to domains]]~~ including  
7 ~~[[selected documents]]~~ the user selection of the one of the  
8 plurality of search results.

1 Claim 13 (currently amended): The computer-implemented method  
2 of claim 9 wherein the act of providing the ~~[[obtained]]~~ at  
3 least one of the (A) one or more terms and (B) one or more  
4 phrases as ad information for ~~[[an]]~~ the ad includes populating  
5 ~~[[keyword]]~~ the targeting information of the ad with at least a  
6 keyword.

1 Claim 14 (currently amended): The computer-implemented method  
2 of claim 9 wherein the act of providing the ~~[[obtained]]~~ at  
3 least one of the (A) one or more terms and (B) one or more  
4 phrases as ad information for ~~[[an]]~~ the ad includes suggesting  
5 ~~[[keyword]]~~ the targeting information with at least a keyword to  
6 an advertiser.

1 Claim 15 (currently amended): The computer-implemented method  
2 of claim 74 ~~[[9]]~~ wherein the act of ~~[[providing]]~~ storing the  
3 ~~[[obtained]]~~ at least one of the (A) one or more terms and (B)  
4 one or more phrases as ~~[[ad]]~~ the targeting information ~~[[for~~  
5 ~~an]]~~ in association with the ad includes populating at least  
6 some content of ~~[[a]]~~ the creative information of the ad.

1 Claim 16 (currently amended): The computer-implemented method  
2 of claim 74 ~~[[9]]~~ wherein the act of ~~[[providing]]~~ storing the  
3 ~~[[obtained]]~~ at least one of the (A) one or more terms and (B)  
4 one or more phrases as ~~[[ad]]~~ the targeting information ~~[[for~~  
5 ~~an]]~~ in association with the ad includes suggesting at least  
6 some content of ~~[[a]]~~ the creative information of the ad to an  
7 advertiser.

1 Claim 17 (currently amended): A computer-implemented method  
2 comprising:  
3 a) receiving, by a computer system including at least one  
4 computer, a search query;  
5 b) generating, by the computer system in response to the  
6 received search query, a document including a plurality of  
7 search results, each of the plurality of search results  
8 being linked to a linked document such that when a user  
9 selects a search result, the linked document is provided to  
10 the user;  
11 c) receiving, by the computer system, a user selection of  
12 one of the plurality of search results;  
13 d) storing, by the computer system in response to [[a]]  
14 the received user selection of [[a search result generated  
15 by a search query, and corresponding to a linked document]]  
16 the one of the plurality of search results, an association

17 of ~~[[information]]~~ a document identifier of the linked  
18 document and information of the search query;  
19 e) repeating acts (a) through (d);  
20 ~~[[b+]]~~ f) aggregating, by the computer system, stored  
21 associations of ~~[[information of documents]]~~ document  
22 identifiers and information of search queries to generate a  
23 set of aggregated document ~~[[information]]~~ identifier-to-  
24 search query information associations; ~~[[and]]~~  
25 ~~[[e+]]~~ g) storing, by the computer system, the set of  
26 aggregated document ~~[[information]]~~ identifier-to-search  
27 query information associations, wherein the search query  
28 information includes at least one of (A) one or more terms  
29 and (B) one or more phrases extracted from the search  
30 query;  
31 h) accepting, by the computer system and as an advertiser  
32 input, the document identifier;  
33 i) obtaining, by the computer system using the accepted  
34 document identifier, at least one of the (A) one or more  
35 terms and (B) one or more phrases from the stored set of  
36 aggregated document identifier-to-search query information  
37 associations;  
38 j) storing, by the computer system, the obtained at least  
39 one of the (A) one or more terms and (B) one or more  
40 phrases as targeting information in association with an ad,  
41 wherein the ad has a landing page document provided to a  
42 user in response to a user selection of the ad, and wherein  
43 the landing page document corresponds to the document  
44 identifier; and  
45 k) controlling, by the computer system, a serving of the  
46 ad using the at least one of the (A) one or more terms and  
47 (B) one or more phrases, stored in association with the ad  
48 as the targeting information.

1 Claim 18 (currently amended): The computer-implemented method  
2 of claim 17 wherein the ~~[[information]]~~ association of the  
3 document identifier of the linked document ~~[[is a document~~  
4 ~~identifier]]~~ with the search query information includes at least  
5 one of (A) one or more pairs of term and term count and (B) one  
6 or more pairs of phrase and phrase count.

1 Claim 19 (currently amended): The computer-implemented method  
2 of claim 18 wherein the linked document is a Web page.

1 Claim 20 (currently amended): The computer-implemented method  
2 of claim 18 wherein the document identifier is a universal  
3 resource locator.

1 Claim 21 (currently amended): The computer-implemented method of  
2 claim 17 wherein the search query information of the linked  
3 document is associated with a domain identifier, and wherein  
4 ~~[[the]]~~ a domain of the domain identifier includes the linked  
5 document.

1 Claim 22 (currently amended): The computer-implemented method  
2 of claim 21 wherein the linked document is a Web page and  
3 wherein the domain of the domain identifier is a Website.

1 Claim 23 (currently amended): The computer-implemented method  
2 of claim 17 wherein the search query information includes at  
3 least ~~[[one]]~~ two of (A) one or more terms and (B) one or more  
4 phrases.

1 Claim 24 (currently amended): The computer-implemented method  
2 of claim 17 wherein the search query information includes at

- 3 least one of (A) one or more pairs of term and term count and  
4 (B) one or more pairs of phrase and phrase count.

Claim 25 (canceled)

- 1 Claim 26 (currently amended): The computer-implemented method  
2 of claim 17 ~~[[25]]~~ wherein the linked document is a Web page.

- 1 Claim 27 (currently amended): The computer-implemented method  
2 of claim 26 wherein the document identifier is a universal  
3 resource locator.

- 1 Claim 28 (currently amended): The computer-implemented method  
2 of claim 17 ~~[[25]]~~ wherein the act of ~~[[providing]]~~ storing the  
3 ~~[[obtained]]~~ at least one of the (A) one or more terms and (B)  
4 one or more phrases as ad information for ~~[[an]]~~ the ad includes  
5 populating ~~[[keyword]]~~ the targeting information of the ad with  
6 at least a keyword.

- 1 Claim 29 (currently amended): The computer-implemented method  
2 of claim 17 ~~[[25]]~~ wherein the act of ~~[[providing]]~~ storing the  
3 ~~[[obtained]]~~ at least one of the (A) one or more terms and (B)  
4 one or more phrases as ad information for ~~[[an]]~~ the ad includes  
5 suggesting ~~[[keyword]]~~ the targeting information with at least a  
6 keyword to an advertiser.

- 1 Claim 30 (currently amended): The computer-implemented method  
2 of claim 17 ~~[[25]]~~ wherein the act of ~~[[providing]]~~ storing the  
3 ~~[[obtained]]~~ at least one of the (A) one or more terms and (B)  
4 one or more phrases as ad information for ~~[[an]]~~ the ad includes  
5 populating at least some content of a creative of the ad.

1 Claim 31 (currently amended): The computer-implemented method  
2 of claim 17 ~~[[25]]~~ wherein the act of ~~[[providing]]~~ storing the  
3 ~~[[obtained]]~~ at least one of the (A) one or more terms and (B)  
4 one or more phrases as ad information for ~~[[an]]~~ the ad includes  
5 suggesting at least some content of a creative of the ad to an  
6 advertiser.

Claims 32 - 47 (canceled)

1 Claim 48 (currently amended): The apparatus of claim 75 ~~[[42]]~~  
2 wherein the ~~[[means-for]]~~ act of providing the ~~[[obtained]]~~ at  
3 least one of the (A) one or more terms and (B) one or more  
4 phrases as ad information ~~[[for-an]]~~ in association with the ad  
5 includes ~~[[include-means-for]]~~ populating at least some content  
6 of ~~[[a]]~~ the creative information of the ad.

1 Claim 49 (currently amended): The apparatus of claim 75 ~~[[42]]~~  
2 wherein the ~~[[means-for]]~~ act of providing the ~~[[obtained]]~~ at  
3 least one of the (A) one or more terms and (B) one or more  
4 phrases as ad information ~~[[for-an]]~~ in association with the ad  
5 includes ~~[[include-means-for]]~~ suggesting at least some content  
6 of ~~[[a]]~~ the creative information of the ad to an advertiser.

1 Claim 50 (currently amended): Apparatus comprising:  
2 a) at least one processor;  
3 b) an input ~~[[for-accepting-a-domain-identifier]]~~; and  
4 c) at least one storage device storing processor  
5 executable instructions which, when executed by the at  
6 least one processor, perform a method including  
7 ~~[[b)]-means-for]]~~ 1) generating, in response to the  
8 received search query, a document including a  
9 plurality of search results, each of the plurality of



10 search results being linked to a linked document  
11 associated with a domain identifier such that when a  
12 user selects a search result, the linked document is  
13 provided to the user,  
14 2) receiving a user selection of one of the plurality  
15 of search results,  
16 3) storing, in response to the received user  
17 selection of the one of the plurality of search  
18 results, an association of the domain identifier of  
19 the linked document and information of the search  
20 query,  
21 4) repeating acts (1) through (4),  
22 5) aggregating stored associations of domain  
23 identifiers and information of search queries to  
24 generate a set of aggregated domain identifier-to-  
25 search query information associations,  
26 6) storing the set of aggregated domain identifier-  
27 to-search query information associations, wherein the  
28 search query information includes at least one of (A)  
29 one or more terms and (B) one or more phrases  
30 extracted from the search query,  
31 7) accepting, as an advertiser input, the domain  
32 identifier,  
33 8) obtaining at least one of the (A) one or more  
34 terms and (B) one or more phrases from the stored set  
35 of aggregated domain identifier-to-search query  
36 information associations, using the accepted domain  
37 identifier, [[~~+~~and]]  
38 9) [[~~e~~ means ~~for~~]] providing the obtained at least  
39 one of the (A) one or more terms and (B) one or more  
40 phrases as ad information in association with [[~~for~~]]  
41 an ad, wherein the ad has a landing page document, and

42 wherein the landing page document belongs to ~~[[the]]~~ a  
43 domain identified by the domain identifier, and  
44 10) controlling a serving of the ad using the at  
45 least one of the (A) one or more terms and (B) one or  
46 more phrases, stored in association with the ad as the  
47 targeting information.

1 Claim 51 (currently amended): The apparatus of claim 50 wherein  
2 the landing page document is a Web page, and wherein the domain  
3 is a Website which includes the Web page.

1 Claim 52 (original): The apparatus of claim 51 wherein the  
2 domain identifier is a universal resource locator.

1 Claim 53 (currently amended): The apparatus of claim 50 wherein  
2 the ~~[[means-for]]~~ act of obtaining at least one of ~~the~~ (A) one  
3 or more terms and (B) one or more phrases, ~~[[use-information~~  
4 ~~which-stores]]~~ uses the stored set of aggregated [[associations  
5 ~~of]]~~ domain identifier-to-search query information ~~[[to~~  
6 ~~domains]]~~ including ~~[[selected-documents]]~~ the user selection of  
7 the one of the plurality of search results.

1 Claim 54 (currently amended): The apparatus of claim 50 wherein  
2 the ~~[[means-for]]~~ act of providing the ~~[[obtained]]~~ at least one  
3 of ~~the~~ (A) one or more terms and (B) one or more phrases as ad  
4 information for ~~[[an]]~~ the ad includes ~~[[include-means-for]]~~  
5 populating ~~[[keyword]]~~ the targeting information of the ad with  
6 at least a keyword.

1 Claim 55 (currently amended): The apparatus of claim 50 wherein  
2 the ~~[[means-for]]~~ act of providing the ~~[[obtained]]~~ at least one  
3 of ~~the~~ (A) one or more terms and (B) one or more phrases as ad

4 information for ~~[[an]]~~ the ad includes ~~[[include means for]]~~  
5 suggesting ~~[[keyword]]~~ targeting information with at least a  
6 keyword to an advertiser.

1 Claim 56 (currently amended): The apparatus of claim 76 ~~[[50]]~~  
2 wherein the ~~[[means for]]~~ act of storing ~~[[providing]]~~ the  
3 ~~[[obtained]]~~ at least one of the (A) one or more terms and (B)  
4 one or more phrases as ~~[[ad]]~~ the targeting information for  
5 ~~[[an]]~~ the ad includes ~~[[include means for]]~~ populating at least  
6 some content of ~~[[a]]~~ the creative information of the ad.

1 Claim 57 (currently amended): The apparatus of claim 76 ~~[[50]]~~  
2 wherein the ~~[[means for]]~~ act of providing the obtained at least  
3 one of (A) one or more terms and (B) one or more phrases as ad  
4 information for an ad includes ~~[[include means for]]~~ suggesting  
5 at least some content of a creative of the ad to an advertiser.

1 Claim 58 (currently amended): Apparatus comprising:  
2 a) at least one processor;  
3 b) an input; and  
4 c) at least one storage device storing processor  
5 executable instructions which, when executed by the at  
6 least one processor, perform a method including  
7 ~~[[means for]]~~ 1) receiving a search query,  
8 2) generating, in response to the received search  
9 query, a document including a plurality of search  
10 results, each of the plurality of search results being  
11 linked to a linked document such that when a user  
12 selects a search result, the linked document is  
13 provided to the user,  
14 3) receiving a user selection of one of the plurality  
15 of search results,

16           4) storing, in response to [[a]] the received user  
17           selection of ~~[[a search result generated by a search~~  
18           query, and corresponding to a linked document]] the  
19           one of the plurality of search results, an association  
20           of [[information]] a document identifier of the linked  
21           document and information of the search query[[+]],  
22           5) repeating acts (1) through (4),  
23           6) ~~[[b) means for]]~~ aggregating stored associations  
24           of ~~[[information of documents]]~~ document identifiers  
25           and information of search queries to generate a set of  
26           aggregated document [[information]]  
27           identifier-to-search query information  
28           associations, ~~[[+ and]]~~  
29           7) ~~[[e) means for]]~~ storing the set of aggregated  
30           document [[information]] identifier-to-search query  
31           information associations, wherein the search query  
32           information includes at least one of (A) one or more  
33           terms and (B) one or more phrases extracted from the  
34           search query,  
35           8) accepting as an advertiser input, the document  
36           identifier,  
37           9) obtaining, using the accepted document identifier,  
38           at least one of the (A) one or more terms and (B) one  
39           or more phrases from the stored set of aggregated  
40           document identifier-to-search query information  
41           associations,  
42           10) storing the obtained at least one of the (A) one  
43           or more terms and (B) one or more phrases as targeting  
44           information in association with an ad, wherein the ad  
45           has a landing page document provided to a user in  
46           response to a user selection of the ad, and wherein

47           the landing page document corresponds to the document  
48           identifier, and  
49           11) controlling a serving of the ad using the at  
50           least one of the (A) one or more terms and (B) one or  
51           more phrases, stored in association with the ad as the  
52           targeting information.

1   Claim 59 (currently amended): The apparatus of claim 58 wherein  
2   the ~~[[information]]~~ association of the document identifier of  
3   the linked document ~~[[is a document identifier]]~~ with the search  
4   query information includes at least one of (A) one or more pairs  
5   of term and term count and (B) one or more pairs of phrase and  
6   phrase count.

1   Claim 60 (currently amended): The apparatus of claim 59 wherein  
2   the linked document is a Web page.

1   Claim 61 (original): The apparatus of claim 59 wherein the  
2   document identifier is a universal resource locator.

1   Claim 62 (currently amended): The apparatus of claim 58 wherein  
2   the search query information of the linked document is  
3   associated with a domain identifier, and wherein ~~[[the]]~~ a  
4   domain of the domain identifier includes the linked document.

1   Claim 63 (currently amended): The apparatus of claim 62 wherein  
2   the linked document is a Web page and wherein the domain of the  
3   domain identifier is a Website.

1   Claim 64 (currently amended): The apparatus of claim 58 wherein  
2   the search query information includes at least ~~[[one]]~~ two of  
3   the (A) one or more terms and (B) one or more phrases.

1 Claim 65 (currently amended): The apparatus of claim 58 wherein  
2 the search query information includes at least one of (A) one or  
3 more pairs of term and term count and (B) one or more pairs of  
4 phrase and phrase count.

Claim 66 (canceled)

1 Claim 67 (currently amended): The apparatus of claim 58 ~~[[66]]~~  
2 wherein the linked document is a Web page.

1 Claim 68 (original): The apparatus of claim 67 wherein the  
2 document identifier is a universal resource locator.

1 Claim 69 (currently amended): The apparatus of claim 58 ~~[[66]]~~  
2 wherein the ~~[[means for providing]]~~ act of storing the  
3 ~~[[obtained]]~~ at least one of the (A) one or more terms and (B)  
4 one or more phrases as ad information for ~~[[an]]~~ the ad includes  
5 ~~[[include means for]]~~ populating ~~[[keyword]]~~ the targeting  
6 information of the ad with at least a keyword.

1 Claim 70 (currently amended): The apparatus of claim 58 ~~[[66]]~~  
2 wherein the ~~[[means for providing]]~~ act of storing the  
3 ~~[[obtained]]~~ at least one of the (A) one or more terms and (B)  
4 one or more phrases as ad information for ~~[[an]]~~ the ad includes  
5 ~~[[include means for]]~~ suggesting ~~[[keyword]]~~ the targeting  
6 information with at least a keyword to an advertiser.

1 Claim 71 (currently amended): The apparatus of claim 58 ~~[[66]]~~  
2 wherein the ~~[[means for providing]]~~ act of storing the  
3 ~~[[obtained]]~~ at least one of the (A) one or more terms and (B)  
4 one or more phrases as ad information for ~~[[an]]~~ the ad includes

5 ~~[[include means for]]~~ populating at least some content of ~~[[a]]~~  
6 the creative information of the ad.

1 Claim 72 (currently amended): The apparatus of claim 58 ~~[[66]]~~  
2 wherein the ~~[[means for providing]]~~ act of storing the  
3 ~~[[obtained]]~~ at least one of the (A) one or more terms and (B)  
4 one or more phrases as ad information for ~~[[an]]~~ the ad includes  
5 ~~[[include means for]]~~ suggesting at least some content of ~~[[a]]~~  
6 the creative information of the ad to an advertiser.

1 Claim 73 (new): A computer-implemented method comprising:  
2 a) receiving, by a computer system including at least one  
3 computer, a search query;  
4 b) generating, by the computer system in response to the  
5 received search query, a document including a plurality of  
6 search results, each of the plurality of search results  
7 being linked to a linked document associated with a domain  
8 identifier such that when a user selects a search result,  
9 the linked document is provided to the user;  
10 c) receiving, by the computer system, a user selection of  
11 one of the plurality of search results;  
12 d) storing, by the computer system in response to the  
13 received user selection of the one of the plurality of  
14 search results, an association of the domain identifier of  
15 the linked document and information of the search query;  
16 e) repeating acts (a) through (d);  
17 f) aggregating, by the computer system, stored  
18 associations of domain identifiers and information of  
19 search queries to generate a set of aggregated domain  
20 identifier-to-search query information associations;  
21 g) storing, by the computer system, the set of aggregated  
22 domain identifier-to-search query information associations,

23 wherein the search query information includes at least one  
24 of (A) one or more terms and (B) one or more phrases  
25 extracted from the search query;  
26 h) accepting, by the computer system and as an advertiser  
27 input, the domain identifier;  
28 i) obtaining, by the computer system using the accepted  
29 domain identifier, at least one of the (A) one or more  
30 terms and (B) one or more phrases from the stored set of  
31 aggregated domain identifier-to-search query information  
32 associations;  
33 j) providing, by the computer system, the obtained at  
34 least one of the (A) one or more terms and (B) one or more  
35 phrases as ad information stored in association with an ad,  
36 wherein the ad has a landing page document, and wherein the  
37 landing page document belongs to a domain identified by the  
38 domain identifier;  
39 k) generating, by the computer system, creative  
40 information of the ad using the at least one of the (A) one  
41 or more terms and (B) one or more phrases as content of the  
42 ad; and  
43 l) serving, by the computer system, the generated creative  
44 information of the ad.

1 Claim 74 (new): A computer-implemented method comprising:  
2 a) receiving, by a computer system including at least one  
3 computer, a search query;  
4 b) generating, by the computer system in response to the  
5 received search query, a document including a plurality of  
6 search results, each of the plurality of search results  
7 being linked to a linked document such that when a user  
8 selects a search result, the linked document is provided to  
9 the user;



10 c) receiving, by the computer system, a user selection of  
11 one of the plurality of search results;  
12 d) storing, by the computer system in response to the  
13 received user selection of the one of the plurality of  
14 search results, an association of a document identifier of  
15 the linked document and information of the search query;  
16 e) repeating acts (a) through (d);  
17 f) aggregating, by the computer system, stored  
18 associations of document identifiers and information of  
19 search queries to generate a set of aggregated document  
20 identifier-to-search query information associations;  
21 g) storing, by the computer system, the set of aggregated  
22 document identifier-to-search query information  
23 associations, wherein the search query information includes  
24 at least one of (A) one or more terms and (B) one or more  
25 phrases extracted from the search query;  
26 h) accepting, by the computer system and as an advertiser  
27 input, the document identifier;  
28 i) obtaining, by the computer system using the accepted  
29 document identifier, at least one of the (A) one or more  
30 terms and (B) one or more phrases from the stored set of  
31 aggregated document identifier-to-search query information  
32 associations;  
33 j) storing, by the computer system, the obtained at least  
34 one of the (A) one or more terms and (B) one or more  
35 phrases as targeting information in association with an ad,  
36 wherein the ad has a landing page document provided to a  
37 user in response to a user selection of the ad, and wherein  
38 the landing page document corresponds to the document  
39 identifier;  
40 k) generating, by the computer system, creative  
41 information of the ad using the obtained at least one of

42 (A) one or more terms and (B) one or more phrases as  
43 content of the ad; and  
44 1) serving, by the computer system, the generated creative  
45 information of the ad.

1 Claim 75 (new): Apparatus comprising:

2 a) at least one processor;  
3 b) at least an input for receiving a search query; and  
4 c) at least one storage device storing processor  
5 executable instructions which, when executed by the at  
6 least one processor, perform a method including  
7 1) generating, in response to the received search  
8 query, a document including a plurality of search  
9 results, each of the plurality of search results being  
10 linked to a linked document associated with a domain  
11 identifier such that when a user selects a search  
12 result, the linked document is provided to the user,  
13 2) receiving a user selection of one of the plurality  
14 of search results,  
15 3) storing, in response to the received user  
16 selection of the one of the plurality of search  
17 results, an association of the domain identifier of  
18 the linked document and information of the search  
19 query,  
20 4) repeating acts (1) through (3),  
21 5) aggregating stored associations of domain  
22 identifiers and information of search queries to  
23 generate a set of aggregated domain identifier-to-  
24 search query information associations,  
25 6) storing the set of aggregated domain identifier-  
26 to-search query information associations, wherein the  
27 search query information includes at least one of (A)

28 one or more terms and (B) one or more phrases  
29 extracted from the search query,  
30 7) accepting, as an advertiser input, the domain  
31 identifier,  
32 8) obtaining at least one of the (A) one or more  
33 terms and (B) one or more phrases from the stored set  
34 of aggregated domain identifier-to-search query  
35 information associations, using the accepted domain  
36 identifier,  
37 9) providing the obtained at least one of the (A) one  
38 or more terms and (B) one or more phrases as ad  
39 information in association with an ad, wherein the ad  
40 has a landing page document, and wherein the landing  
41 page document belongs to a domain identified by the  
42 domain identifier,  
43 10) generating creative information of the ad using  
44 the obtained at least one of (A) one or more terms and  
45 (B) one or more phrases as content of the ad, and  
46 11) serving the generated creative information of the  
47 ad.

1 Claim 76 (new): Apparatus comprising:

2 a) at least one processor;  
3 b) at least an input; and  
4 c) at least one storage device storing processor  
5 executable instructions which, when executed by the at  
6 least one processor, perform a method including  
7 1) receiving a search query,  
8 2) generating, in response to the received search  
9 query, a document including a plurality of search  
10 results, each of the plurality of search results being  
11 linked to a linked document such that when a user

12 selects a search result, the linked document is  
13 provided to the user,  
14 3) receiving a user selection of one of the plurality  
15 of search results,  
16 4) storing, in response to the received user  
17 selection of the one of the plurality of search  
18 results, an association of a document identifier of  
19 the linked document and information of the search  
20 query,  
21 5) repeating acts (1) through (4),  
22 6) aggregating stored associations of document  
23 identifiers and information of search queries to  
24 generate a set of aggregated document identifier to  
25 search query information associations,  
26 7) storing the set of aggregated document identifier-  
27 to-search query information associations, wherein the  
28 search query information includes at least one of (A)  
29 one or more terms and (B) one or more phrases  
30 extracted from the search query,  
31 8) accepting as an advertiser input, the document  
32 identifier,  
33 9) obtaining, using the accepted document identifier,  
34 at least one of the (A) one or more terms and (B) one  
35 or more phrases from the stored set of aggregated  
36 document identifier-to-search query information  
37 associations,  
38 10) storing the obtained at least one of the (A) one  
39 or more terms and (B) one or more phrases as targeting  
40 information in association with an ad, wherein the ad  
41 has a landing page document provided to a user in  
42 response to a user selection of the ad, and wherein

43 the landing page document corresponds to the document  
44 identifier,  
45 11) generating creative information of the ad using  
46 the obtained at least one of (A) one or more terms and  
47 (B) one or more phrases as content of the ad, and  
48 12) serving the generated creative information of the  
49 ad.